

# Here's Why You Should Not Sell Your House Without Putting It on the Market

Imagine the heartbreak. You've been waiting for a home in a particular neighborhood that backs to open space. There are very few of them. Your agent has set up an MLS alert so you'll be notified the minute such a home goes on the market.

One day you get an MLS alert — your dream house was just listed! Two minutes later, before you can even call your agent to schedule a showing, you get a second alert that it's under contract. Then, two minutes later, a third alert that it's sold. What happened?

It's simple. Listings can only be entered on the MLS as "Active" and then changed to "Under Contract" and "Sold." Apparently a buyer's agent had convinced the homeowner to sell their home for \$925,000. The seller agreed. After all, the county assessor's most recent valuation was \$924,138, and the seller purchased the home in 1997 for \$343,400. A tidy capital gain indeed!

But it's **not** that simple. That assessor's valuation was as of June 2016 — **two years ago!** Valuation software shows the home is worth up to \$150,000 more today. Heck, even Zillow shows it as being worth \$10,000 more.

Given the opportunity to see the home and submit competing offers, other buyers could well have driven the price over \$1 million.

So it was a lose-lose — or should we say win-lose-lose? That **buyer** won, getting the home for less than it's worth, but the seller and the would-be buyer both lost. And, oh yes, the buyer's agent was rewarded with

a big commission for convincing the seller to part with their home for what the county assessor said it was worth two years ago! (*This was an actual recent sale.*)

**Don't let this happen to you.** A savvy seller would treat an unsolicited offer to buy their home as the "opening bid." Professional agents, like the ones at Golden Real Estate, would analyze the market and help you determine your initial asking price. Our approach is to list homes at a price that attracts the greatest number of qualified prospective buyers. Using this ad space and other media, we expose our listings to the widest possible market. In short, we do exactly what buyer's agents hope you **won't** do — work diligently to give sellers the best opportunity to benefit from the current sellers' market.

The scenario described above has contributed to the limited inventory of active listings. As I wrote in my March 22 column (downloadable at [www.JimSmithColumns.com](http://www.JimSmithColumns.com)), homes that are on the MLS between one and four days sell for

much more than those at zero days. Experience has shown us that 4 days on market is the "sweet spot," where, with a solid pricing strategy and effective marketing (like that offered by Golden Real Estate), potential buyers are given the best opportunity to find, view and make an offer on your home.

The following chart (source: REcolorado) shows the ratio of sold price to list price for listings sold since Jan. 1, 2018:

- 1 Day on Market = 102.0%
- 2 Days on Market = 102.2%
- 3 Days on Market = 102.2%
- 4 Days on Market = 102.3%**
- 5 Days on Market = 102.2%
- 6 Days on Market = 101.5%
- 7 Days on Market = 100.5%
- 8 Days on Market = 100.0%
- 9 Days or longer = Under 100%.

Of course, there can be legitimate reasons for a property to be sold without being put on the market, such as selling to a relative or friend, but any **arm's length** transaction really should be put on the market. Otherwise, you could be leaving money on the table.

## REAL ESTATE TODAY



By **JIM SMITH, Realtor®**

## Charming Lakewood Tudor Just Listed by Chuck Brown

This brick Tudor at **6585 W. 2nd Ave.** will win the heart of any fan of great architecture. Built in 1945, it has its own well for both irrigation and household use — a great savings over public water. The entire second floor is a fabulous master suite. The basement is a mother-in-law suite with its own entrance and kitchen. The roof is new (2017) and the home is updated with brand new (2018) electrical service, central air conditioning, furnace, water heater and well pump. It has a detached 2-car garage. The location is great, too — on a quiet street close to Belmar and 6th Avenue expressway, and 1/2 block from O'Kane Park. For a narrated video tour of this great home, inside and out, visit its website at [www.LakewoodHome.info](http://www.LakewoodHome.info). Then call Chuck at 303-885-7855 for a private showing. **Open Saturday, 11 to 2.**



## Gilpin County Cabin Just Listed by Carrie Lovingier

Located a couple miles off the scenic Peak to Peak Highway, this charming 2-bed 1-bath mountain cabin at **39 Midway Drive** is very private and has lots of natural light, a wood burning fireplace, washer/dryer hookups, and has well water and septic so it can be lived in year round or perfect for a getaway cabin. It sits on almost 2 acres and includes 2 adjoining lots for a total of nearly 4 acres of gently sloping usable land. It has a metal roof. There is plenty of room to build a garage or add on to the existing 550-sq.-ft. cabin. There's a newer 10'x12' Tuff Shed. The taxes are only \$590/year, and the road is county maintained. Enjoy hiking, fishing, 4-wheeling, camping, or visit the nearby casinos for great food and entertainment. There's good cell service, which is a rare bonus. Take a narrated video tour at [www.GilpinCountyHome.info](http://www.GilpinCountyHome.info), then call Carrie at 303-907-1278 for a showing. No open houses at this time.



## Price Reduced on Arvada Ranch



Not visible from the street is this home's solar system, which meets most of this home's electrical needs for only \$137/month year-round. It is located in the Candlelight Valley subdivision adjacent to the Van Bibber open space park. A trailhead is just two blocks away. It's a super quiet location, as you can tell by watching (and listening to) the narrated video tour at [www.CandlelightValleyHome.info](http://www.CandlelightValleyHome.info). This home has a finished walk-out basement and is on one of the larger lots — over 1/3 acre. Everything about this home is top shelf, including the gourmet kitchen with marble floor, granite countertops and GE Monogram refrigerator. The walk-out basement is a mother-in-law apartment with its own kitchen. The expansive deck and covered patio provide additional entertainment possibilities.

**Open house this Sunday, June 17th, 1-3 pm.**



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